

Message Text

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PAGE 01 BOMBAY 01507 280408Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----105907 280409Z /20

R 280211Z JUN 77
FM AMCONSUL BOMBAY
TO USDOC WASHDC
INFO SECSTATE WASHDC 7402
AMEMBASSY NEW DELHI
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS BOMBAY 1507

E. O. 11652: N/A
TAGS: BEXP, BTIO, IN
SUBJ: INVESTMENT OPPORTUNITY - A BOMBAY FIRM SEEKS US PARTICIPATION TO MANUFACTURE TELEVISION GLASS BULBS

1. GREAVES COTTON AND CO. LTD., DR. V.B. GANDHI MARG, BOMBAY 400 023, A LEADING ENGINEERING FIRM MANUFACTURING AND MARKETING A WIDE RANGE OF INDUSTRIAL EQUIPMENT, HAS EXPRESSED AN INTEREST IN AMERICAN TECHNICAL PARTICIPATION TO MANUFACTURE GLASS BULBS (USED IN TELEVISION PICTURE TUBES) IN INDIA. A WTDR ON GREAVES WAS SUBMITTED IN SEPTEMBER 76.

2. GREAVES' PROJECT ENVISAGES, INITIALLY TO SUB-ASSEMBLE TELEVISION GLASS BULB FROM IMPORTED GLASS NECK, CONE AND FACE PLATE. AT A LATER TIME, WHEN THE MARKET NEEDS EXPAND, GREAVES WOULD LIKE TO MANUFACTURE THE BULBS ENTIRELY IN ITS PLANT. THE PROPOSED SUB-ASSEMBLY FACILITY WILL BE LOCATED AT BANGALORE IN SOUTH INDIA WHERE THE FACTORY OF INDIA'S LARGEST TELEVISION PICTURE TUBE PRODUCER BHARAT ELECTRONICS LIMITED (END USER OF BULBS), A PUBLIC SECTOR CORPORATION, IS LOCATED.

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3. ACCORDING TO GREAVES, THE TOTAL PRODUCTION CAPACITY OF PICTURE TUBES IN THE COUNTRY WILL BE AROUND 360,000 PER ANNUM AFTER SEVERAL EXPANSION PROJECTS ARE IMPLEMENTED. GREAVES WOULD LIKE TO ESTABLISH A SUB-ASSEMBLY/PRODUCTION FACILITY WITH A CAPACITY TO TURNOUT AT LEAST 250,000 GLASS BULBS A YEAR. TO UNDERTAKE THE PROJECT, GREAVES IS SEEKING AMERICAN TECHNICAL KNOW-HOW ON A LICENSING BASIS OR ON ANY

OTHER ARRANGEMENTS ACCEPTABLE TO THE AMERICAN PARTNER.

4. GREAVES HAS ASKED THAT ITS INTEREST BE MADE KNOWN TO THE U.S. LEADING PRODUCER, CORNING GLASS WORKS, TELEVISION PRODUCTS DIVISION, HOUGHTON PARK, CORNING, N.Y.

5. ACTION REQUESTED: IN VIEW OF THE SPECIALIZED NATURE OF THE PRODUCT, WE REQUEST THAT COMMERCE DISSEMINATE GREAVES' PROPOSAL DIRECTLY TO FIRMS ENGAGED IN THE MANUFACTURE OF GLASS BULBS INCLUDING CORNING. WE WOULD APPRECIATE RECEIVING PARTICULARS OF THE FIRMS WHICH SHOW INTEREST IN THE GREAVES PROPOSAL. FIRMS WISHING TO ESTABLISH DIRECT CONTACT SHOULD WRITE TO MR. R.D. PUSALKAR, EXECUTIVE DIRECTOR, AT THE ADDRESS GIVEN IN PARA ONE, OR TO MR. C.C. DIXIT, DEPUTY MANAGER, AVIATION DIVISION, GREAVES COTTON AND CO. LTD., 2 PALACE ROAD, P.B. NO. 13, BANGALORE 560 052, WHO IS THE PROJECT OFFICER FOR THE BULB VENTURE. COURTNEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 28-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
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Handling Restrictions: n/a
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Litigation Code IDs:
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Litigation History:
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Office: ACTION NEA
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2020019
Secure: OPEN
Status: NATIVE
Subject: INVESTMENT OPPORTUNITY - A BOMBAY FIRM SEEKS US PAR- TICIPATION TO MANUFACTURE TELEVISION GLASS BULBS
TAGS: BEXP, BTIO, IN
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f14bda75-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009